DOCUMENT RESUME

ED 197 726 IR 009 124

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TITLE Editorial Library: User Survey.
INSTITUTION Los Angeles Times, Calif.
PUB DATE Nov 80
NOTE 51p.

EDRS PRICE MF01/PC03 Plus Postage.
DESCRIPTORS Editorials; Information Services; *Library Services; *Newspapers; News Reporting; *Special Libraries; Tables (Data); *User Satisfaction (Information); Use Studies
IDENTIFIERS Library Users; *Los Angeles Times

ABSTRACT

This report presents the findings of a survey conducted by the editorial library of the Los Angeles Times to measure usage and satisfaction with library service, provide background information on library user characteristics, collect information on patterns of use of the Times' clipping files, relate data on usage and satisfaction parameters to user characteristics, observe possible trends in library usage, and to collect data on possible new library directions. Of the 533 questionnaires distributed among members of the editorial department, 276 were returned. Results indicated that respondents used the clip files most heavily to verify facts and to determine if a story had been covered by the Times. Evaluation of library services was positive in these areas, but respondents were most dissatisfied with the completeness of the clip files. The library's ability to meet respondents' time requirements was indicated as satisfactory, and it was found that a majority of respondents use the computer search service. The report displays much of the gathered data in tabular form. (FM)

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EDITORIAL LIBRARY
USER SURVEY

by

Cecily J. Surace

November 1980

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II

EXECUTIVE SUMMARY

The questionnaire was distributed to 533 members of the editorial department. The return was good in most areas with 276 respondents, or 51.8%. Almost half of those responding have been with The Times for 10 years or more.

The results indicate that the respondents are heavy users of Library services. Based on the lowest projection, editors and writers make almost daily use of the clip files. Heaviest use of the clips is to verify facts and to determine if a story has been covered by The Times.

Evaluation of Library services by the respondents was positive in these two areas: 79.4% were satisfied with being able to verify data in the clips and 52.5% were satisfied in being able to determine coverage. Respondents were most dissatisfied with the completeness of the clip files - 27.9% responded negatively to the question of being able to gather all stories on a topic.

56% of the respondents require that clip files be provided within 30 minutes of the request. But only 14% expect immediate action. i.e., within five minutes. The Library's ability to meet these time requirements is indicated as satisfactory - 71% of the respondents usually or always get their clips on time.

The most recent three years of all clips and files of personalities regardless of time span have the greatest need to the respondents. Clip files on personalities are also preferred over other sources of information. This is again indicated in the question of retention of clips over 10 years old: 48.6% said that discarding of clip files of personalities would have a disastrous or serious effect.

The trend to the use of outside information and computerized databases is highlighted in the use made of the computer search service: 60.6% of all respondents and 76.6% of the writers responding have used this service - 20.7% of the writers use computer searches at least weekly.

A majority (63%) of respondents would prefer to do their own searching on the planned library full text retrieval system, either at their own terminal or at a dedicated library terminal. The information on this system need not be presented in "clip form" on the screen. But about half of the respondents would need a hard copy print for all or some uses of information.

EDITORIAL LIBRARY

LOS ANGELES TIMES

USER SURVEY

Introduction

In late 1979 the Editorial Library experienced a reorganization and expansion of information services. The purpose of this reorganization was to improve library service to the Editorial staff. Also to expand library services so that the Library could function as an information center providing access to automated databases and other externally generated information.

As part of its evaluation policy, the Library conducted a survey in July 1980 to measure usage and satisfaction with library service. Other objectives were:

- To provide background information on library user characteristics.
- To collect information on patterns of use of The Times' clipping files.
- To relate data on usage and satisfaction parameters to user characteristics.
- To observe possible trends in library usage.
- To collect data on possible new library directions.

This report provides special tabulations by key results, an overview of the survey instrument and the data collection methodology. Readers who are interested in reviewing the actual response frequencies and written comments by the respondents are invited to do so. The questionnaire results are in the Editorial Library Director's office.

Data Reduction

The questionnaires were processed by the Marketing Research Department and the resultant machine readable data was run on a computer in the Information Systems Department.

Some difficulties were encountered with the program. However, the only result which could not be calculated was question 13C on the frequency of use of the Research service.

All mean tabulations were calculated manually. The mean rather than the median was selected because it is statistically more stable in sampling.

Calculations of the mean were based on weighted scales ranging from zero to the maximum number of response choices in each question, with increments of one. Thus, if there were five possible responses, including "don't use" and "no answer", the scale would range from 0 to 5. Clearly the effect of "don't use" and "no answer" is to bias the results towards the low end of the mean, or negatively. This approach was taken because it is very conservative and readers would not judge the analysis as self serving. For example, 56.5% of all users were "very satisfied" with their use of the clips to verify data, yet the mean level of satisfaction was 4.9 or somewhere between "neutral or somewhat satisfied".

Preliminary Findings

The value of the questionnaire is in the Library's ability to understand the responses and to improve services or introduce new ones. The general impression is that the Library is doing a good job. The changes in organization and direction of library services introduced over the last year have resulted in a more positive attitude by users towards the Library and its services and capabilities. However, there is room for improvement. The results of the survey will be used by the Library to identify weak areas and to introduce corrective measures.

Because six months have elapsed since the questionnaire was distributed, it is possible to report on some of the improvements introduced by the Library during this period.

- To improve the quality of indexing of the clips, the Library developed an indexing policy and standardized on the format of index terms and their filing rules. Also, the Library is developing an automated controlled indexing vocabulary to provide indexers with a tool to improve consistency in how clips are indexed and to assist reference librarians in retrieving clips.

- To improve the quality of the photograph collection and its management, the Library developed an acquisitions and weeding policy for photographs and negatives.

- To provide stronger research support, the Research Service was expanded with broader objectives. New databases were introduced, including the Washington Post and major wire services in full text.

- To plan for future Library services, specifications for building The Times' electronic full text database were developed.

User Characteristics

Data were gathered on the following user characteristics: Editorial desk assignment; subject specification or beat; current job classification; length of employment; and use of the Library by time of day. Special tabulations of results follow.

Desk Assignments

Table 1.0 ranked the responses to Question 1 which asked for current desk assignment. There were fifteen respondents who marked

more than one desk. Thus the number of responses was 291. However, the percent distribution is based on 276, the number of respondents.

All desks are well represented in the survey responses. Metro had a 51% response. Other large staffed desks range from a 40% response from Sports to as high as 75% for National. Orange County returned only one response and Washington none.

TABLE 1.0

RESPONDENTS BY CURRENT DESK ASSIGNMENT
(Question 1)

Desk	Responses #	276 Respondents %
Metropolitan	51	18.5
- L.A.	(46)	(16.9)
- Other	(5)	(1.8)
Suburban	40	14.5
-Downtown	(6)	(2.2)
-Other	(34)	(12.3)
View	19	6.9
Financial	18	6.5
Daily/Sunday Calendar	16	5.8
San Diego	16	5.8
National	15	5.4
Sports	13	4.7
Photo	12	4.3
Artists	9	3.3
Foreign	7	2.5
Advance	6	2.2
Editorial Writers	6	2.2
Home Magazines	5	2.2
Opinion	5	1.8
Real Estate	4	1.4
Book Review	3	1.1
LAT/POST News Service	3	1.1
Travel	3	1.1
You	2	0.7
Food	2	0.7
Obituary	1	-
Orange County	1	-
Other	31	11.2
No Answer	3	1.1

Beat or Subject Speciality

Question two attempted to classify the respondents by beat or subject specialty.

As expected, there was no single overriding subject area. Given the diversity of subject matter covered by the newspaper, it is no surprise that 154 or 55.8% of the respondents did not answer this question. As a group, politics, the campaign and government had 21 respondents. The next largest group was the arts with 17; sports had 10 respondents.

Job Classification and Length of Service

Table 1.1 shows the number of respondents by job classification and length of service. Of the 276 respondents, 42.8% have been employed at The Times for 10 years or more. When writers and editors are viewed together, 42.8% have been employed ten years or more, while 33.2% have been employed three years or more but less than 10 years. Only 58 of the 214 editors and writers, or 27.1%, have been at The Times three years or less. Thus the changes in library services during the six months measured by the survey were experienced predominantly by long-term library users.

Table 1.2 shows a more detailed breakdown of employment by years.

TABLE 1.1

JOB CLASSIFICATION AND LENGTH OF SERVICE

(Questions 3 and 4)

Classification	Responses		Length of Service					
			Less Than 3 Years		3 Years But Less Than 10		10 Years or more	
	#	%	#	%	#	%	#	%
Staff Writers	116	42.0	35	30.2	38	32.6	43	37.1
Copy Editors	41	14.9	13	31.7	17	41.5	11	26.8
Editors	34	12.3	8	23.5	9	26.5	17	50.0
News Editors	23	8.3	2	8.7	7	30.4	14	60.9
Artists/Photographers	15	5.4	1	6.6	2	13.3	12	80.0
Management	11	4.0	1	9.1	2	18.2	8	72.7
Critic/Columnist	4	1.5	0	-	1	25.0	3	75.0
Other	28	10.1	9	32.1	8	28.6	10	35.7
No Answer	4	1.5	1	-	1	-	-	-
Total	276	100	70	25.4	85	30.8	118	42.8

TABLE 1.2

LENGTH OF SERVICE BY YEARS

(Question 4)

Years	Responses	%	
Less than 1 year	19	7.0	
1 to less than 2 years	21	7.7	35.5%
2 to less than 3 years	30	10.9	
3 to less than 4 years	19	7.0	
4 to less than 5 years	8	2.9	
5 to less than 5 years	58	21.2	
10 to less than 15 years	54	19.8	64.5%
15 to less than 20 years	28	10.3	
20 years or more	36	13.2	
Total	273	100	
(no answer)	(3)		

Clip Service - Usage

Data was collected on the frequency of use of the Clip Service.

Table 2.0 ranks by mean frequency of use the different uses made of the clip files. The data show clearly that the heaviest use of the clip files are to verify facts and to determine if a story was covered by The Times.

Tables 2.1 and 2.2 illustrate how staff writers and editors differ in the use of these files. Editors and writers tend to use the clip files in the same way. The only variance shown by the mean frequency of use is that editors use the clips more often than writers to determine how The Times covered a story. Writers use the clips more to gather all stories on a topic and for background on a breaking story.

Based on a scale of 0 to 5, overall use of the clip files ranges from moderate to frequent use.

TABLE 2.0

USES OF THE CLIP FILES RANKED BY MEAN* FREQUENCY OF USE, ALL USERS
(Question 6)

Service Use	Mean Freq. Of Use	Use Frequencies by Percent: At Least Once A Day	At Least Once A Week	At Least Once A Month	At Least Once Every 3 Months	Less Than Once Every 3 Months	No Answer
a. To verify facts	3.2	13.4	43.5	18.5	5.1	9.0	10.5
b. To check if a story was covered by The Times	2.7	4.7	34.4	26.1	6.9	14.5	13.4
d. To gather all stories on a topic	2.4	3.3	27.8	29.3	13.0	16.7	14.9
e. Background on a breaking story	2.3	5.8	23.6	23.6	11.6	16.6	18.8
f. Background to develop a future story	2.2	1.8	18.1	30.8	13.8	18.8	16.7
c. How The Times covered a story	1.8	1.8	24.3	21.7	10.9	23.2	18.1
g. To explore leads	1.3	-	5.4	15.6	12.0	39.1	27.9

* The following scale should be used to interpret the table:

No answer.....0
At least once a day.....5
At least once a week.....4
At least once a month.....3
At least once every 3 months.....2
Less than once every 3 months.....1

TABLE 2.1

CLIP FILE USES BY WRITERS
RANKED BY FREQUENCY OF USE*
(Question 6)

Service Use	Mean Freq. Of Use	Use Frequencies By Percent: At Least Once A Day	At Least Once A Week	At Least Once A Month	At Least Once Every 3 Months	Less Than Once Every 3 Months	No Answer
a. To verify facts	3.3	10.3	48.3	22.4	6.0	7.8	5.2
b. To check if a story was covered by The Times	3.1	6.0	37.1	37.1	6.0	10.3	3.5
f. Background to develop a future story	3.0	1.7	29.3	44.8	16.4	4.3	3.4
d. To gather all stories on a topic	3.0	4.3	31.0	37.1	15.5	8.6	3.4
e. Background on a breaking story	2.9	7.8	27.6	34.5	11.2	12.0	6.9
c. How The Times covered a story	2.5	1.7	28.5	28.5	12.0	19.0	10.3
g. To explore leads	1.8	-	9.5	25.0	18.1	33.6	13.8

*
The following scale should be used to interpret the table:

No answer.....0
At least once a day.....5
At least once a week.....4
At least once a month.....3
At least once every 3 months.....2
Less than once every 3 months.....1

TABLE 2.2

CLIP FILE USES BY ALL EDITORS
RANKED BY FREQUENCY OF USE*
(Question 6)

Service Use	Mean Freq. Of Use	Use Frequencies by Percent: At Least Once A Day	At Least Once A Week	At Least Once A Month	At Least Once Every 3 Months	Less Than Once Every 3 Months	No Answer
a. To verify facts	3.6	20.4	44.9	20.4	5.1	4.1	5.1
b. To check if a story was covered by The Times	2.8	3.0	42.9	20.4	9.2	14.3	10.2
e. Background on a breaking story	2.2	5.1	22.5	18.4	15.3	21.4	17.3
c. How The Times covered a story	2.2	1.0	25.5	21.4	11.2	27.6	13.3
d. To gather all stories on a topic	2.2	3.1	19.4	25.5	12.2	24.5	15.3
f. Background to develop a future story	1.9	2.0	10.2	25.5	12.2	35.7	14.3
g. To explore leads	0.9	-	3.1	7.1	6.1	51.0	32.7

*
The following scale should be used to interpret the table:

No answer.....0
At least once a day.....5
At least once a week.....4
At least once a month 3
At least once every 3 months.....2
Less than once every 3 months.....1

Average Use of Clips

Based on data from Question 6, the average number of uses made of the clip file is 4.3 per user per week. A staff writer averages 4.7 uses per week while an editor averages 4.1 uses.

These are minimum uses and probably are higher because responses were interpreted as the least amount of possible uses. E.g., responses to "At least once a week" were calculated as one use, when they could have been calculated as high as four uses per week.

Clip Service - Satisfaction

Based on the percent of responses for the different uses made of the clip files, the satisfaction level is positive, ranging from 79.4% being satisfied when using the clips to verify facts to 49.2% being satisfied when using the clips to gather background on a future story. Only 28.3% are satisfied when using the clips to explore leads.

When the evaluation is based on the mean on a scale of 0 to 6 including "don't use" and "no answer" responses, the satisfaction level is not as positive.

Table 3.0 shows that all users generally view the Clip Service less favorably than writers and editors. On a scale of 0 to 6, reactions range from "somewhat dissatisfied" to "somewhat satisfied" for all uses of the clips, except exploring leads, which is between "very" and "somewhat dissatisfied".

The relatively low satisfaction level supports the Library's own evaluation and its reasons for directing considerable effort towards improving the quality of indexing. Successful retrieval of information is a direct function of the index quality.

The heaviest use made of the clip files - to verify facts - is rated "very satisfied" by 56.5% of all users, by 61% of the writers

(Table 3.1) and by 52% of the editors. This high rating is because most fact verification is for spellings and dates - data that is not as dependent on the quality and consistency of indexing as subject information and, therefore, other uses of the clip files.

The next heaviest use by writers is to check if a story was covered by The Times. This use of the file is ranked at a mean satisfaction level of 4.3 or "somewhat satisfied". This ranking is slightly lower than the satisfaction level given by writers to the use of the clip files for background purposes.

On the whole, writers are more satisfied with the Clip Service than editors. Except for verification of facts, the mean satisfaction level for editors ranges from 3.8 to 2.1 or "better-than neutral" to "somewhat dissatisfied".

A major reason why editors are less satisfied than writers may be the time pressures under which editors operate.

The uses of the clip file with the highest percent of "somewhat dissatisfied" to "dissatisfied" users are for checking if a story was covered by The Times (20.6% for writers, 21.4% for editors) and to gather all stories on a topic (32.8% for writers and 28.5% for editors).

It is the Library's view that much of the dissatisfaction with the Clip Service is because there has not been any indexing policy or guideline to help indexers achieve consistency in indexing and to help reference librarians select the correct retrieval terms. During the past year the Library has formulated an indexing policy, and is developing a controlled vocabulary thesaurus. This thesaurus will have cross references linking related materials and will help the reference librarians and library users to locate clips that have been filed under related index terms. The Library also has developed conventions for establishing new index terms and how they should be structured.

TABLE 3.0

CLIP SERVICES RANKED BY MEAN LEVEL OF SATISFACTION,* ALL USERS
(Question 7)

Service	Mean	Percent Satisfied						
		Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissat.	Very Dissat.	Don't Use	No Answer
a. To verify facts	4.9	56.5	22.9	6.2	2.9	0.7	5.4	5.4
b. To check if a story was covered	3.9	27.2	25.3	9.8	15.2	3.6	12.0	6.9
e. Background on breaking story	3.7	21.0	31.2	9.8	10.5	1.8	14.1	11.6
c. To check how a story was covered	3.7	24.6	24.6	14.9	5.8	2.2	16.7	11.2
f. For background on a future story	3.6	22.8	26.4	12.7	6.2	2.2	16.7	13.0
d. To gather all stories on a topic	3.4	19.2	20.3	10.1	21.0	6.9	13.1	9.4
g. To explore leads	2.6	14.5	13.8	17.7	3.6	1.1	26.8	22.5

*
The following scale should be used to interpret the table:

No answer.....0
Very satisfied.....6
Somewhat satisfied.....5
Neutral.....4
Somewhat dissatisfied.....3
Very dissatisfied.....2
Don't use.....1

TABLE 3.1

CLIP SERVICES RANKED BY MEAN LEVEL OF SATISFACTION* FOR WRITERS

Service	Mean	Percent Satisfied						
		Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissat.	Very Dissat.	Don't Use	No Answe
a. To verify facts	5.3	61.2	24.1	6.0	3.4	0.9	0.9	3.4
f. For background on a future story	4.7	32.8	36.2	14.7	9.5	1.7	0.9	4.3
e. Background on breaking story	4.5	28.4	37.9	10.3	14.7	0.9	3.4	4.3
b. To check if a story was covered	4.3	31.9	24.1	13.8	18.9	1.7	5.2	4.
d. To gather all stories on a topic	4.2	27.5	23.3	11.2	23.3	9.5	2.6	2.
c. To check how a story was covered	4.2	31.9	23.3	19.8	5.2	0.9	11.2	7.
g. To explore leads	3.5	18.9	20.7	24.1	6.9	0.9	14.7	13.

*

The following scale should be used to interpret the table:

No answer.....0
Very satisfied.....6
Somewhat satisfied.....5
Neutral.....4
Somewhat dissatisfied.....3
Very dissatisfied.....2
Don't use..... 1

TABLE 3.2

CLIP SERVICES RANKED BY MEAN LEVEL OF SATISFACTION* FOR EDITORS

Service	Mean	Percent Satisfied						
		Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissat.	Very Dissat.	Don't Use	No Answe
a. To verify facts	5.0	52.0	28.1	8.2	3.1	1.0	5.1	3.
b. To check if a story was covered	3.8	17.3	34.7	8.2	16.3	5.1	13.3	5.
c. To check how a story was covered	3.5	14.3	31.6	16.3	7.1	3.1	16.3	11.
e. Background on breaking story	3.5	13.3	33.7	12.2	11.2	2.0	17.3	10.
d. To gather all stories on a topic	3.0	8.2	21.4	12.2	22.4	6.1	18.4	11.
f. For background on a future story	2.9	11.2	23.5	15.3	5.1	2.0	27.6	15.
g. To explore leads	2.1	6.1	12.2	16.3	0.1	0.1	36.7	26.

* The following scale should be used to interpret the table:

No answer.....0
Very satisfied.....6
Somewhat satisfied.....5
Neutral.....4
Somewhat dissatisfied.....3
Very dissatisfied.....2
Don't use.....1

Clip Service - Response Time

A measure of library service is the speed with which it responds to requests for information. Table 4.0 shows the expected response time of users of the clip services. Based on a scale of 1 to 7 where 7 is for a response time within 5 minutes, the mean expected response time by all users as well as writers is 4.5 or between 30 minutes and one hour. Editors show a mean response time of 5.0 or 30 minutes.

Table 4.1 shows the response time Clip Service users say they experience. Based on a scale of 1 to 6 (always get clips) the mean response time experienced is 4.5 for all users, 5.0 for writers (usually get clips in time) and 4.6 for editors. In all cases, over 70% of the respondents get their clips usually or always in time.

TABLE 4.0

REQUIRED SPEED OF RESPONSE
FOR CLIP SERVICE
(Question 8)

Required Response Speed	Percent Distribution						
	Within 5 min.	Within 15 min.	Within 30 min.	Within 1 hour	Same Day	More than 1 day later	Don't Use
All Users	14.1	21.4	20.7	14.9	15.9	3.9	5.4
Writers	12.0	16.4	21.6	17.2	22.4	7.8	.9
Editors	17.4	33.7	20.4	14.3	6.1	2.0	3.1

TABLE 4.1

RESPONSE TIME EXPERIENCED
FOR CLIP SERVICE
(Question 9)

Experienced Response Time	Percent Distribution						
	Always get clips in time	Usually get clips in time	Often get clips in time	Seldom get clips in time	Never get clips in time	Don't Use	No Answer
All Users	23.2	47.8	15.2	2.2	.4	7.9	3.3
Writers	23.3	55.2	19.8	1.7	0	0	0
Editors	21.4	52.0	13.3	4.1	0	5.1	4.1

Use of the Clips By Age

A series of questions attempted to measure the uses made of clips and their importance as a function of age and subject matter.

Table 5.0 shows the percent distribution of users by the age and subject matter of clips. As expected, the heaviest used clips are up to three years old. Except for personalities, the use drops significantly thereafter for all other subject matter.

Table 6.0 ranks the importance of Times clips that are more than five years old as opposed to other sources of information. On the scale of 0 - 6, personalities is ranked highest - "neutral importance" - compared to other Times clips. When writers are viewed separately from other users, the mean rankings are somewhat higher. (See Table 6.1)

The ranking of the topics seems consistent with their content. It is expected that Times' generated information on personalities, California and metropolitan events would be viewed as more important than national and foreign events. Also, that outside sources could more easily be substituted for national and foreign clips as the clips age and history is written. What may be surprising is the relatively low mean ranking for all topics (Table 6.1). Of course, the "don't use" and "no answer" responses affect the mean negatively.

TABLE 5.0

PERCENT DISTRIBUTION OF DEMAND FOR CLIPS BY AGE,
ALL USERS
(Question 10)

Topic of Clips	Percent Distribution						
	Up to 1 year old	1-3 Years Old	3-5 Years Old	5-10 Years Old	More than 10 years Old	Don't Use	No Answer
a. Personalities	16.3	29.7	8.0	10.1	11.6	8.7	15.6
b. Foreign Events	14.1	17.8	3.3	2.9	2.9	38.0	21.0
c. National Events	21.0	24.6	4.4	4.0	4.3	21.4	20.3
d. Calif. Events	19.9	26.1	6.5	7.6	5.1	15.6	19.2
e. Metro Events	19.9	23.6	4.0	5.4	4.4	19.9	22.8

TABLE 6.0

IMPORTANCE OF CLIPS MORE THAN 5 YEARS OLD OPPOSED TO OTHER SOURCES
RANKED BY MEAN* ALL USERS
(Question 11)

Topic of Clips	Mean	Percent Distribution						
		Very Import.	Somewhat Import.	Neutral	Somewhat Unimport.	Very Unimport.	Don't Use	No Answer
a. Personalities	4.0	33.7	21.7	14.5	4.0	2.2	14.1	9.8
d. Calif. Events	3.6	29.0	20.6	13.4	2.2	2.2	17.7	14.9
e. Metro Events	3.5	30.8	19.2	10.9	1.1	2.5	20.3	15.2
c. National Events	3.1	16.7	20.6	17.4	2.9	3.6	23.2	15.6
b. Foreign Events	2.7	12.3	17.0	16.7	3.3	3.3	32.2	15.2

*

The following scale should be used to interpret the table:

No answer.....0
Very important.....6
Somewhat important.....5
Neutral.....4
Somewhat Unimportant.....3
Very Unimportant.....2
Don't Use.....1

TABLE 6.1

IMPORTANCE OF CLIPS MORE THAN 5 YEARS OLD OPPOSED TO OTHER SOURCES, RANKED BY MEAN FOR WRITERS
(Question 11)

Topic of Clips	Mean	Percent Distribution						
		Very Import.	Somewhat Import.	Neutral	Somewhat Unimport.	Very Unimport.	Don't Use	No Answer
a. Personalities	4.7	45.7	26.7	10.3	3.5	1.7	6.9	5.2
d. Calif. Events	4.3	39.7	25.0	12.9	2.6	.9	6.9	12.1
e. Metro Events	4.1	40.5	22.4	9.5	1.7	.9	12.1	12.9
c. National Events	3.7	21.6	33.6	12.1	3.5	.9	16.4	12.1
b. Foreign Events	2.9	12.1	23.3	16.4	1.7	.9	32.8	12.9

*

The following scale should be used to interpret the table:

No answer.....0
Very important.....6
Somewhat important.....5
Neutral.....4
Somewhat unimportant.....3
Very unimportant.....2
Don't Use.....1

Question 12 attempted to discover the impact of discarding Times clips that are more than 10 years old. Table 7.0 shows that the highest mean ranking is for personalities (3.1) with 48.6% of the respondents indicating there would be a disastrous or significant effect if these clips were discarded. Once again the ranking of the topics is consistent with the fact The Times is the primary source for information on personalities, California and metropolitan events. It is only in the area of national and foreign events where discarding of clips could be considered.

TABLE 7.0

EFFECT OF DISCARDING CLIPS MORE THAN 10 YEARS OLD RANKED BY MEAN*, ALL USERS
(Question 12)

Topic of Clips	Mean	Principal Desk Mean	Percent Distribution: Disastrous Effect	Signif. Effect	Slight Effect	No Effect	Don't Use	No Answer
a. Personalities	3.1	Metro 3.9	21.4	27.2	23.2	6.9	13.7	7.6
e. Metro Events	2.7	Metro 4.2	18.8	18.5	20.3	9.1	18.5	14.8
d. Calif. Events	2.7	Metro 3.9	17.8	18.8	19.9	11.9	17.8	13.8
c. National Events	2.4	National 3.5	9.4	17.8	23.2	15.2	19.2	15.2
b. Foreign Events	2.1	Foreign 3.1	7.2	15.6	17.4	17.8	26.8	15.2

*
The following scale should be used to interpret the table:

No answer.....0
Disastrous effect.....5
Significant effect.....4
Slight effect.....3
No effect.....2
Don't use.....1

Other Library Services - Usage

Questions 13 through 16 addressed the photograph service and library services which are designed to provide access to externally generated information.

Tables 8.0, 8.1 and 8.2 rank the usage of these library services by mean frequency of use. The data collected show that these services are not as heavily used as the Clip Service. However, while, understandably, this always will be the case, the Library only recently started to market most of these other services. What is not obvious from the data, is that Library operating statistics show a strong trend towards increased use of externally generated information.

TABLE 8.0

OTHER LIBRARY SERVICES RANKED BY MEAN FREQUENCY OF USE, ALL USERS*
(Question 13)

Service	Mean	Use Frequencies By Percent				
		At least once a day At least once a week	At least once a month	At least once every 3 months, Less than once every 3 months	Don't Use	No Answe
a. Reference	3.1	22.1	30.1	25.3	16.7	5.8
e. Photographs	2.5	19.6	11.2	23.9	39.1	6.2
b. Computerized Searches	2.4	8.7	20.3	31.6	32.2	7.2
d. Interlibrary Loan	1.8	3.6	11.6	29.4	46.7	8.7
c. Research	?	PROGRAM BUG!				

* The following scale should be used to interpret the table:

No answer.....0
At least once a day.....6
At least once a week.....5
At least once a month.....4
At least once every 3 months....3
Less than once every 3 months...2
Don't Use.....1

TABLE 8.1

OTHER LIBRARY SERVICES RANKED BY
MEAN FREQUENCY OF USE BY WRITERS*

Service	Mean	Use Frequencies By Percent				
		At least once a day At least once a week	At least once a month	At least once every 3 months, Less than once every 3 months	Don't use	No Answer
a. Reference	3.4	19.0	37.9	32.8	8.6	1.7
b. Computerized Searches	2.7	8.7	27.5	40.5	19.8	3.4
d. Interlibrary Loan	2.1	3.4	16.4	33.6	41.4	5.2
e. Photographs	1.9	6.9	8.6	30.2	48.3	6.0
c. Research		PROGRAM BUG!				

*
The following scale should be used to interpret the table:

No answer...,.....0
At least once a day.....6
At least once a week.....5
At least once a month.....4
At least once every 3 months....3
Less than once every 3 months...2
Don't use.....1

TABLE 8.2

OTHER LIBRARY SERVICES RANKED BY
MEAN FREQUENCY OF USE BY ALL EDITORS*

Service	Mean	Use Frequencies By Percent				
		At least once a day, At least once a week	At least once a month	At least once every 3 months, Less than once every 3 months	Don't Use	No Answer
a. Reference	3.4	32.7	24.5	20.4	16.3	6.1
e. Photographs	3.0	31.6	14.3	17.3	30.6	6.1
b. Computer Searches	2.3	12.2	12.2	30.6	36.7	8.2
d. Interlibrary Loan	1.6	3.1	6.1	28.6	54.1	8.2
c. Research		PROGRAM BUG!				

* The following scale should be used to interpret the table:

No answer.....0
At least once a day.....6
At least once a week.....5
At least once a month.....4
At least once every 3 months..3
Less than once every 3 months.2
Don't use.....1

Other Library Services - Satisfaction

The next series of tables shows the level of satisfaction for other types of library services. Two new services - reference and computer searches - are rated the highest. These services use external sources of information, whether in print or computer format. The core reference and periodicals collection being developed by the Library is a principal resource of the reference service.

The Photograph Service was rated "better-than-neutral" by editors and "somewhat dissatisfied" by writers. Only 45.7% of the writerS reported they use this service.

The Library is concerned about the low mean satisfaction level with the Photograph Service. Much of the dissatisfaction is due to the lack of desired photographs. In the past, and less so today, many useful photographs were not sent to the Library or, if borrowed, either mutilated or not returned. Effort is being made to improve this situation. Also, to improve acquisition of externally generated photographs. On the other hand, because size is not a reflection of quality, the Library has implemented a photograph discard program. Other areas of the Photograph Service also need attention, e.g. a selection policy is under development, as well as an indexing policy.

TABLE 9.0

OTHER LIBRARY SERVICES RANKED BY MEAN LEVEL OF SATISFACTION,* ALL USERS
(Question 15)

Service	Mean	Percent Distribution						
		Very Satisfied	Somewhat Satisifed	Neutral	Somewhat Dissat.	Very Dissat.	Don't Use	No Answer
a. Reference	4.3	37.3	26.8	12.3	2.2	0.4	17.0	4.0
b. Computer Searches	3.4	25.0	16.7	17.0	3.3	0.7	31.2	6.2
e. Photographs	3.2	22.1	15.2	15.6	3.6	1.1	37.7	4.7
d. Interlibrary Loan	3.0	18.1	14.1	19.2	1.5	0.4	39.9	6.9
c. Research	2.7	12.7	10.1	24.3	1.1	0.7	43.1	7.9

*The following scale should be used to interpret the table:

Very satisfied.....6
Somewhat satisfied.....5
Neutral.....4
Somewhat dissatisfied.....3
Very dissatisfied.....2
Don't use.....1
No answer.....0

TABLE 9.1

OTHER LIBRARY SERVICES RANKED BY MEAN LEVEL OF SATISFACTION,* WRITERS
(Question 15)

Service	Mean	Percent Distribution						
		Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissat.	Very Dissat.	Don't Use	No Answe
a. Reference	4.8	37.9	31.0	18.9	2.6	Ø	8.6	0.9
b. Computer Searches	3.9	26.7	19.8	25.0	3.5	0.9	19.8	4.3
d. Interlibrary Loan	3.4	20.7	12.9	27.6	3.5	Ø	30.2	5.2
c. Research	3.1	12.9	9.5	36.2	0.9	0.9	33.6	6.0
e. Photographs	2.7	11.2	11.2	24.1	1.7	0.9	43.9	6.9

* The following scale should be used to interpret the table:

Very satisfied.....6
Somewhat satisfied.....5
Neutral.....4
Somewhat dissatisfied.....3
Very dissatisfied.....2
Don't use.....1
No answer.....0

TABLE 9.2

OTHER LIBRARY SERVICES RANKED BY MEAN LEVEL OF SATISFACTION,* EDITORS
(Question 15)

Service	Mean	Percent Distribution						
		Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissat.	Very Dissat.	Don't Use	No Answ
a. Reference	4.3	38.8	29.6	9.2	1.0	Ø	18.4	3.1
e. Photographs	3.4	23.5	22.5	10.2	4.1	1.0	34.7	4.1
b. Computer Searches	3.2	20.4	18.4	14.3	3.1	Ø	38.8	5.1
d. Interlibrary Loan	2.5	9.2	17.4	16.3	Ø	Ø	51.0	6.1
c. Research	2.4	7.1	13.3	19.4	1.0	0	52.0	7.1

*

The follwoing scale should be used to interpret the table;

Very satisfied.....6
Somewhat satisfied.....5
Neutral.....4
Somewhat dissatisfied.....3
Very dissatisfied.....2
Don't use.....1
No answer.....0

Other Library Services - Response Time

Question 16 asked respondents to indicate the response time experienced when using library services other than the Clip Service.

Table 10.0 shows that the Reference Service is ranked the highest by all types of users. Writers rated this service the highest, with 71% of the 106 respondents indicating they "always" or usually" get their information in time. 62.3% of the responding editors indicated the same.

The Photograph Service was ranked by editors at a mean of 3.7, between "often get information in time" and "seldom get it in time".

The response time for the Research Service and its satisfaction level indicate a need for improvement. This service has been reorganized within the last month.

Interlibrary loan is a new service which borrows or photocopies materials in other libraries and information centers. This service is expanding rapidly because of the increased number of computerized and general reference literature searches which cite externally generated publications.

The success of the Interlibrary Loan Service will be a function of the availability of materials in other libraries. During the last six months this service has been learning about resources in other libraries and government information centers, and has joined several interlibrary loan networks.

TABLE 10.0

RESPONSE TIME EXPERIENCED FOR
OTHER LIBRARY SERVICES, RANKED BY MEAN*
(Question 16)

Services	Mean		
	All Users	Writers	Editors
a. Reference	4.2	4.6	4.2
b. Computer Searches	3.4	3.7	3.4
e. Photographs	3.4	2.9	3.7
d. Interlibrary Loan	3.0	3.4	2.9
c. Research	2.8	3.1	2.7

*
The following scale should be used to interpret the table:

Always get response in time.....6
Usually get response in time.....5
Often get response in time.....4
Seldom get response in time.....3
Never get response in time.....2
Don't use.....1

Electronic Library

Questions 17-19 attempted to determine what user behavior might be like in an automated full text retrieval environment for the clippings file.

Question 17 asked how important a facsimile copy in the same typographic form as the published version would be in an automated full text retrieval system. The mean ranking of the responses indicates a response of 2.6 by writers, equivalent to "somewhat unimportant". (See Table 11.0). This response may be low because the respondents know that a facsimile copy can be obtained from The Times microfilm edition.

TABLE 11.0

NEED FOR FACSIMILE COPY
(Question 17)

Response	Percent Distribtion of Responses		
	All Users	Writers	Editors
Very important	9.4	12.9	5.1
Somewhat important	13.7	12.9	16.3
Neutral	27.9	27.6	28.6
Somewhat Unimportant	12.7	18.1	11.2
Very Unimportant	26.7	10.0	10.6
No Answer	5.1	0.9	4.1

Question 18 asked the respondents to conjecture about their need for a hard copy printout of the complete story. Table 12.0 shows the percent distribution of responses by all users. It is interesting to note that the two most frequently made uses of the clips (see Table 2.0) are ranked the least likely to require hard copy printouts: to verify facts and to check if a story was covered by The Times.

Table 12.1 ranks writers' responses by mean perceived need for a hard copy. It shows that the greatest perceived need is ranked between "often" and "very often" for three uses. Writers indicate that the heaviest uses they make of the clip files would result in the least need for hard copy printouts.

Question 19 attempted to measure how library users would prefer to access the electronic library. Table 13.0 shows that most users would prefer to do some of their own searching. For writers, 75.8% would prefer to do so. The next preferred access mode is a reference librarian.

TABLE 12.0

PERCEIVED NEED FOR HARD COPY PRINTS,
ALL USERS
(Question 18)

	Percent Distribution					
Use	Every Time	Very Often	Often	Infrequently	Rarely	No Answer
a. To verify facts	8.7	12.3	14.5	29.7	27.9	6.9
b. To check if a story was covered by The Times	6.1	13.8	14.5	26.8	30.8	8.0
c. How The Times covered a story	14.1	15.2	18.9	21.0	21.4	9.4
d. To gather all stories on a topic	17.8	15.2	21.7	22.5	15.2	7.6
e. Background on a breaking story	14.9	18.5	24.3	15.6	17.7	9.0
f. Background to develop a future story	16.7	19.2	20.7	14.9	19.6	9.1
g. To explore leads	11.9	9.8	14.9	17.8	33.7	11.9

TABLE 12.1

PERCEIVED NEED BY WRITERS FOR HARD COPY PRINTS
RANKED BY MEAN
(Question 18)

Service Use	Mean	Every Time	Very Often	Often	Infrequently	Rarely	No Answer
f. Background to develop a future story	3.5	25.9	31.0	26.7	9.5	1.7	5.2
d. To gather all stories on a topic	3.4	25.9	23.3	24.1	20.7	1.7	4.3
e. Background on a breaking story	3.3	21.6	24.1	30.2	13.8	6.0	4.3
c. How The Times covered a story	2.8	18.1	18.9	18.9	25.0	11.2	7.8
g. To explore leads	2.8	20.7	14.7	19.8	20.7	15.5	8.6
a. To verify facts	2.4	12.1	16.4	9.5	32.8	24.1	5.2
b. To check if a story was covered by The Times	2.4	7.8	15.5	18.1	31.9	20.7	6.0

*

The following scale should be used to interpret the table:

Every time.....5
Very often.....4
Often.....3
Infrequently.....2
Rarely.....1
No answer.....0

TABLE 13.0

HOW USERS WOULD PREFER TO ACCESS THE ELECTRONIC LIBRARY
(Question 19)

Expected Use	Percent Distribution of Responses		
	All Users	Writers	Editors
1. Will do own searching but may want to use a reference librarian	42.0	50.0	41.8
2. Will do own searching but would be willing to use a shared VDT	21.0	25.8	19.4
3. Would like a trained searcher in my department to do my searching	11.2	6.0	17.4
4. Will depend on librarian to do all my searching	19.9	14.7	18.4
No Answer	5.8	3.5	3.0

Survey Instrument

The survey instrument was designed to collect data in six major areas.

1. Editorial staff characteristics.

2. Clip file use patterns.

3. Clip file service evaluation.

4. Other library service usage.

5. Other library service evaluation.

6. Policy alternatives.

The distribution of questions within these major areas is given in Table 14.0, Distribution of Questions By Major Areas. A more detailed breakdown is shown in Table 14.1

Table 14.0

DISTRIBUTION OF QUESTIONS BY MAJOR AREAS

Major Areas	Question Number
Editorial Staff Characteristics	1, 2, 3, 4
Clip File Use Patterns	5, 6 a-h, 8, 10a-f
Clip File Service Evaluation	7a-h, 9
Other Library Service Usage	13a-e
Other Library Service Evaluation	14a-e, 15a-e, 16a-e
Policy Alternatives	11a-f, 12, 17, 18, 19

TABLE 14.1

VARIABLE DISTRIBUTION AND ITEM LISTING
BY THEORETICAL DIMENSION

Theoretical Dimension	Item Number In Instrument
Editorial Staff Characteristics	
Desk Assignment	1
Specialty Area	2 (written answer)
Job classification	3
Years At Times	4
Clip files, User Patterns	
Time Of Day	5
Frequency Of Use	6a-g, h
Expected Speed Of Response	8
Age Of Clips Requested	10a-f
Clip Files, Service Evaluation	
Satisfaction	7a-h
Speed Of Service	9
Clip Files, Retention Policy Issues	10a-f, 11a-f, 12a-f
Other Library Services	
Frequency Of Use	13a-e
Other Library Services	
Importance	14a-e
Satisfaction	15a-e
Speed Of Service	16a-e
Automation Policy Issues	17, 18, 19

Data Collection Process Methodology

The Editorial Library distributed 533 user survey questionnaires via the internal mail service. The basis for this distribution was a list of names from Editorial Accounting. All clerical staff personnel were excluded from the survey. A letter from the Editor, William F. Thomas was attached as a cover letter.

The Library received back 276 or 51.8% of the original mailing. Of the 276 returns, 116 were from staff writers and 98 from editors. No effort was made to send out a second mailing. The only follow-up was a sign placed on the reference counter in the Library to remind library users to return their questionnaires.